



**DESOTO ECONOMIC DEVELOPMENT CORPORATION
BOARD MEETING MINUTES
JUNE 25, 2018**

The DeSoto Economic Development Corporation Board met at **9:00 a.m. on Monday, June 25, 2018** in the Council Conference Room located in City Hall at the DeSoto Town Center, 211 East Pleasant Run Road, DeSoto Texas 75115.

Present: Belinda May, Board President
Curtis Krohn, Board Vice President
Bobby Waddle, Board Treasurer
Perry Holloway, Board Director
Michelle Jordan, Board Director

Staff Present: Joe Newman – Chief Executive Officer
Vanessa Barrios – Research and Business Development Manager
Cynthia Noble – Administrative Assistant

Also Present: Pete Smith – Attorney, Nichols, Jackson, Dillard Hager & Smith, LLP
M.T. Cesar – Membership Acquisitions and Retention Manager, DeSoto Chamber of Commerce
Laura Terhune – President, DeSoto Chamber of Commerce
Melissa Adams – Budget Analyst, City of DeSoto
The Honorable Rachel Proctor – Mayor Pro-Tempore, City of DeSoto, City Council Liaison
Judy Ellis – DeSoto Citizen
Pamela Age – DeSoto Citizen

Absent: Monte Anderson – Owner, Options Real Estate

At 9:05 a.m., Board President Belinda May called the meeting to order and acknowledged the presence of a quorum.

A. REGULAR SESSION – CALL TO ORDER

1. Invocation was given by Board Vice President Curtis Krohn.
2. The Board President Belinda May welcomed New Board Director Michelle Jordan. Board Director Michelle Jordan was sworn in at 9:07 a.m. by Pete Smith, Attorney, NJDHS, LLP.

B. CONSENT AGENDA

1. Minutes and income and expenses:

- a. Consideration and approval of the May 21, 2018 DeSoto Economic Development Corporation (DEDC) Board Meeting Minutes.
- b. Consideration and approval of the DEDC April 30, 2018 income and expenses.
- c. Consideration and approval of the sponsorship of the DeSoto Rotary Club Flags for \$4200. (Board Director Bobby Waddle wanted to put some of the flags on the West side of DeSoto).
- d. Consideration and approval to update and reprint the wall-mounted aerial photos and brochures/maps which are out of date for the amount of \$6847.50

Motion by Board Vice President Curtis Krohn to approve the consent agenda items as presented.

Motion seconded by Board President Belinda May. Motion approved by Board members Belinda May, Bobby Waddle, Perry Holloway, Michelle Jordan, and Curtis Krohn.

C. REGULAR AGENDA - NEW BUSINESS

1. City Council Liaison's update regarding city events, meetings, etc. by the Honorable Rachel Proctor. The Honorable Rachel Proctor's update included:
 - a. The Honorable Rachel Proctor announced the Ground Breaking Ceremony for Firestation # 2 to be held on Thursday, June 28, 2018 at 9:30 a.m. (near Parks and Beltline). Then, she said that the official invitation will be sent out to the Board Directors today if needed. In conclusion, she confirmed that Cynthia Noble, Administrative Assistant, will distribute the invitation to the Board Directors upon receipt.
2. Grow DeSoto Incubator finish out and financial status report. Presentation by Monte Anderson.
 - a. Since Monte Anderson was absent from the meeting, Board President Belinda May and Joe Newman, CEO gave a brief update report on the Grow DeSoto Marketplace Incubator.
 - b. Board President May informed the Board that the Incubator had a soft opening two weeks ago. Board President Belinda May, Board Vice President Curt Krohn, Board Treasurer Bobby Waddle, Mayor Curtistene McCowan and Terry Toomey, Executive Director, Industry Hub, were present at the Soft Opening. Mayor McCowan, Board President May, and Ms. Toomey presented at the event.
 - c. Board President May informed the Board that the retail spaces did receive their Certificate of Occupancy (CO). The Bakery KayBee Cakes, who was on a deadline, has obtained her CO as well. Six more restaurants were set to move in. She informed the Board that leases were signed on five of the six restaurants, and the last one of the leases will be signed by her today.
 - d. Mr. Newman explained that the new upscale hamburger and fish restaurant that was interviewed will need the exact type of fire suppression vent hood that the Board Directors voted to put in the space and required Mr. Anderson to order. Also, he informed them that this new restaurant will take the place of the African food restaurant that decided to pull out of Incubator.
3. Consideration and action to approve adding a \$5,139 plus tax Security System at the Grow DeSoto Marketplace Incubator as requested by the landlord Monte Anderson.
 - a. Joe Newman, CEO explained that the monthly recurrent fee for the security system will be charged to the DEDC as part of the utilities. He explained to the Board Directors that this security system was outside of the Incubator's original budget. Hence, he concluded that Mr. Anderson should pay for the equipment, while DEDC pays the monthly service fee.

- b. Board President Belinda May informed the Board Directors that the security system was not calculated in the cost of the rent to the tenants. She explained that even though it was necessary for the tenants before the soft opening, Monte Anderson decided to put in the security system without having the DEDC Board's approval. Therefore under the contract, the equipment is at his expense.
- c. In addition, the details regarding the type of the security system's equipment and the monthly monitoring service charges were discussed by the Board Directors.

After the discussion, Board President Belinda May tabled the discussion of item # 3 until the next board meeting.

4. DeSoto Chamber of Commerce Update - Laura Terhune, President.

a. MEMBER SERVICES:

- i. Good Morning DeSoto will be the first Tuesday of each month. It will be held on July 10, 2018 from 8:00 a.m. to 9:00 a.m. at Friends Place Adult Day Services.
- ii. Good Morning DeSoto will be held at the Grow DeSoto Marketplace Incubator located at 324 E. Beltline Road, DeSoto, TX, 75115 from 8:00 a.m. to 9:00 a.m. during the months of August and September.
- iii. Recent or Upcoming Ribbon-Cutting Ceremonies are as follows:
 - 1. MEAK Cleaning will be held on Wednesday, June 27 at 3:30 p.m. at the DeSoto Chamber of Commerce.
 - 2. The Groundbreaking of the New Fire Station #2 will be held on Thursday, June 28, 2018 at 9:30 a.m. at 207 Parks Drive, DeSoto, TX 75115.

b. ECONOMIC/ BUSINESS DEVELOPMENT/BREP/SHOP LOCAL:

- i. DeSoto Living! Festival was held on Saturday, June 23, 2018, from 10:00 a.m. to 4:00 p.m. at East Middle School.
 - 1. There were 120 vendors registered. We will be moving the festival back to April next year.
 - 2. We have received much feedback regarding the quality of the festival. However, attendance was not what we expected. Unfortunately, the School District did not participate due to a miscommunication; therefore, one of the Kid Zone tents was removed.
 - 3. Vanessa Barrios, Research and Business Development Manager, explained that DEDC had many people come to its table genuinely interested in what was going on in Desoto. People were curious about what buildings and what residential properties were going up, especially whenever they saw dirt turning. Of course, everyone was very proud to be from DeSoto and was very interested in what the DEDC was working on. They were aware of the Incubator project, so we passed out most of our information regarding it. Many people were eagerly anticipating the grand opening.
 - ii. Best Southwest Education TGIF Legislative Breakfast will be held each Friday in August at 7:15 a.m. at the Methodist Charleston Medical Center's first floor atrium.
 - iii. The Revolving Loan Fund did not have any applications at this time.
- c. COMMUNITY EVENTS (leading, assisting, or promoting):
- i. DeSoto New Teacher Welcome includes: an expo will be held on August 2, 2018 and August 3, 2018, and a reception will be held on August 2, 2018.

d. TOURISM ACTIVITIES:

- i. Print Publication(s):

1. The 2018 Community Guide's advertising sales have been submitted. The updated content has been submitted, and the cover art is being finalized.
 - ii. Reunion / Groups: There will be two reunions coming up. The Stewart Family Reunion will pick up 100 bags next week, and the Weatherby Family Reunion will pick up 100 bags the following week.
 - ii. Advertising Campaigns:
 1. We developed and are finalizing a budget and marketing plan for 2018 -2019.
 2. A Combined Marketing Plan is led by the DeSoto Independent School District with the Chamber of Commerce, the DeSoto Economic Development Corporation, and the City of DeSoto.
 - a. Planning is postponed until a new Marketing person is hired and school resumes.
 3. We are developing strategies, creating messaging, and creating themes for business travel marketing.
 - e. FUNDRAISING:
 - i. A "Trip to China" an all-inclusive, 7 night stay, will be from Thursday, October 4, 2018 through Friday, October 12, 2018. The payment that is due on July 2, 2018 has been extended to July 13, 2018.
 - ii. The Chamber of Commerce Foundation is applying to be a 501 (c) (3) tax exempt organization and is working with Terry Toomey, Executive Director of The Industry HUB, to complete the process.
 - iii. The Golf Tournament will be held on Monday, June 11, 2018 from 8:00 a.m. to 1:00 p.m. at the Thorntree Country Club.
 - iv. The Night of Sax will be held on July 14, 2018 from 7:30 p.m. to 10:30 p.m. at the Corner Theatre.
 - f. FACILITIES / OFFICE OPERATIONS:
 - i. New Chamber / CVB building: Regarding the interim offices, the Chamber of Commerce moved into the Hampton Road Baptist Church Administration Building on Thursday, March 22, 2018. The inspection and appraisal has been completed. The loan applications are pending.
 - ii. Regarding staff changes at the DeSoto Chamber of Commerce:
 1. Veronica Shanklin is the Marketing and Festivals Coordinator
 2. Shmara Punch is the Events Coordinator and Social Media
 3. MT Caesar is the Membership Consultant. Mr. Caesar introduced himself to the Board of Directors.
 - iii. Site Visits: Laura Terhune, President, DeSoto Chamber of Commerce, presented some of the concerns of the businesses during the site visits conducted by herself and M T Caesar.
5. Financial Status Report. Presentation by Melissa Adams, Budget Analyst, City of DeSoto. The Financial Status Report included: A General Fund Balance Sheet, Summary of Revenues and Expenditures, and Details of Revenues and Expenditures as of May 31, 2018.
 6. The Industry HUB's Activity Summary Report for May 2018. Presented by Terry Toomey, Executive Director of the Industry HUB. The report was included in the Board packet for review, any concerns, or questions.
 - a. Ms. Toomey has been working with the tenants to help them get opened as quickly as possible.

- b. Ms. Toomey informed the Board that her office was set up with furniture that she purchased.
 - c. Ms. Toomey said she was trying to get the tenants set up with social media and with such events as Fashion Week.
 - d. Also, Ms. Toomey said she wants to reach out to the entire community to include the businesses and create liaisons by making the appropriate introductions to utilize all the cities resources.
7. Consideration and action to approve a draft of the Fiscal Year 2019 Annual Work Plan as presented by Joe Newman, Chief Executive Officer.
- a. Joe Newman answered questions regarding updating the website, and obtaining bids on a new website.
 - b. The Board discussed determining whether they need to increase the goal amounts in the Annual Work Plan. The 2019 Work Plan will begin in October.
8. Consideration and action to approve the 2018 – 2019 DeSoto Economic Development Corporation Budget as presented by Joe Newman, Chief Executive Officer.
- a. Draft of the 2018 -2019 Budget was presented by Joe Newman, Chief Executive Officer. Mr. Newman provided a detailed explanation of each line item on the Draft Budget to be reviewed by the Board Directors and to be presented to the City Council.
 - b. Board President Belinda May requested \$50,000 additional for legal fees which was included in the event that it is needed for the pending litigation.
 - c. Joe Newman recommended \$12,000 for Audit fees because the auditors increased their fees by \$2,000.
 - d. Joe Newman explained that there is a change in this new budget from the draft budget given to them last month. The grant for Glasfloss equaling \$500,000 includes 3 payments of \$167,000. While the draft budget only included 2 payments of \$167, 000 to Glasfloss. The DEDC will be paying Glasfloss in both this year's and next year's budget.
 - e. Mr. Newman informed the Board that the brochures will be budgeted in development materials. The DEDC has only spent \$500 so far this year.
 - f. The Board of Directors discussed several changes on the presented budget such as the changes to the fund balance, legal fees, management fees, salaries, accounting, and marketing.

Motion by Board Director Perry Holloway to approve the 2018 – 2019 DeSoto Economic Development Corporation's Annual Budget and the Fiscal Year 2019 Annual Work Plan as presented by Joe Newman, Chief Executive Officer. Motion seconded by Board Vice President Curtis Krohn. Motion approved by Board Members Belinda May, Curtis Krohn, Bobby Waddle, Michelle Jordan, and Perry Holloway.

Board President Belinda May called a 5 minute break at 10:16 a.m., whereas, afterwards she called the Board into Executive Session at 10:21 a.m. Item D (2) of the Executive Session was only discussed.

D. EXECUTIVE SESSION

Texas Government Code, Section 551.087: Economic Development Deliberation:

- 1. Grow DeSoto Incubator Project: The Economic Development Agreement and Lease Agreement between Dilbeck Court, Inc. and DeSoto Economic Development Corporation.
- 2. Global Prime Health: The Economic Development Agreement between Global Prime Health and DeSoto Economic Development Corporation.

E. RECONVENE INTO OPEN SESSION

The Board reconvened into open session at 10:44 a.m.

F. ACTION AS A RESULT OF EXECUTIVE SESSION

1. Motion by Board Vice President Curtis Krohn to authorize the Chief Executive Officer (Executive Director) to negotiate and execute an amendment to the economic development agreement with Global Prime Health to extend the dates for the conditions precedent in section 6.14 (ii) and (iii) to October 1, 2018. Seconded by Board Treasure Bobby Waddle. Motion approved by Board members Belinda May, Curtis Krohn, Bobby Waddle, Michelle Jordan, and Perry Holloway.

G. BRIEFING BY THE CHIEF EXECUTIVE OFFICER REGARDING THE STATUS OF PENDING DEDC PROJECTS

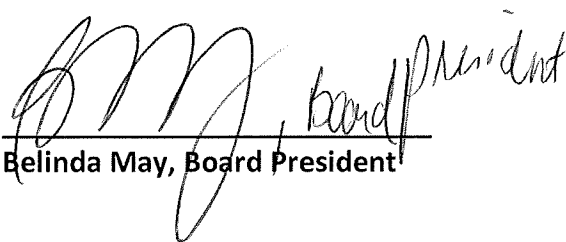
Mr. Joe Newman, CEO of the DEDC, announced to the Board Directors that the City Council Meeting's Work Session will be held on Tuesday, July 17, 2018 at 5:00 p.m. and will include a special presentation of the Sports Complex. During the City Council's Meeting on Tuesday, July 17, 2018 at 7:00 p.m., the DEDC's Quarterly Report will be presented by Board President Belinda May, and Joe Newman, CEO of the DEDC.

H. BOARD ANNOUNCEMENTS

A Blood drive will be held on Tuesday, June 26, 2018 at 9:00 a.m. to 4:00 p.m. in the Town Center's Pecan Room at 211 E. Pleasant Run Rd., DeSoto, TX 75115.

I. ADJOURNMENT

With no further business to discuss Board President Belinda May adjourned the meeting at 10:48 a.m.


Belinda May, Board President


Curtis Krohn, Board Vice President